

First Friends get the first autograph

Moonbeams

& a Little the Old Colonel

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Moonbeams are ripe in the Valley of the Moon

WHAT'S COMING OFF? Well, you're reading the first issue of what might become the most unique paper on the west coast. Better put it away in a safe place. It might become a collector's item.

When Guests Tax Your Sleeping Quarters to capacity and then some, bring 'em over to FLORAY COURT, Hiway 12, Fetters.

At the risk of becoming boresome, let's tell you a little about the idea. First, we're getting old—97 now and going strong. Tried to retire, but it wouldn't work. Got to keep on "expressing" ourselves.

BOYES VARIETY STORE—Especially for you. Wide variety, including everything that's "late."

"What kind of a paper, Colonel?" we've been asked. Well, we're going to say what we like about anybody or anything, within reason. Some will like us, others will hate us. It's all in the game. It isn't going to be filled with "Mrs. Jones spent Friday in Okmulgee, Okla." items. Rather, it will be heavy with "Little's stuff," something on recreation and sports and health and entertainment, and 'most anything we think about.

WATCH OUR ADS! Got some good ones coming up. And for good watch repair, be sure it's VALLEY WATCH REPAIR.

Our thanks go to Mac McKinney, who a few years back had a "moon-beams" column in the Valley Review. We always liked the name, and Mac told us to go ahead and use it for our new paper.

Like your favorite mixed drink under the finest environmental conditions? O. K. Then it's the RESORT CLUB, Boyes.

The idea? Back in a crossroads village in the Michigan sand dunes a fellow by the name of Swift Lathers has published a paper like this, same size, too, for 41 years. He tells us he has 1843 paid subscribers.

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(He's been beaten up, horsewhipped, and generally hasn't always been riding too high.) We hope to use enough discretion to escape these incidents.

POWDER BOX BEAUTY SHOP, in Boyes. Ellen "Mac" Bom is your expert beautician. Get beautied up. Right away.

It's all free—certainly at the start. You can pick up your Moonbeams, for free, at most stores throughout the Valley of the Moon. We really don't want a paid subscription list. We'd have to charge \$2 a year anyway to mail it—2 cents a week postage, plus addressing, wrapping, etc. 'Course if you want it that way, maybe the missus can be prevailed upon to get the paper to you—through the postal service. Ads? We don't want too many of them, either. Just enough to pay the freight. If you really want an ad, call Sonoma 4500 and we'll take care of you. But we don't expect to be out soliciting every week.

FOR DEPENDABLE MEAT see GEORGE, at the BOYES SPRINGS FOOD CENTER.

WHAT'S DOIN'? Well, the big Fourth of July holiday is with us, and there's plenty doin'. Bath house is expecting a capacity crowd. Turning 'em away the last few weekends. And the picnic grounds, with 100 tables, is overpacked every weekend.

Paul's Old Ranchero is ready for a full house this holiday. Every facility of the resort is expected to get a big play, including the more or less new swim pool.

But there's more. Every night spot around here has been getting ready for a big play. That includes the many swimming pools up the Warm Springs road. Golf course, eating places, the movie—not a one is taking any vacation this weekend.

HARVEY and MELINA FRANCIS will be glad to see you at OUR RESORT, El Verano. You Might Like Us!

Yep, we'll need occasion tips and stories on anything unusual. Otherwise we might have trouble filling even this little sheet. Politics we'll shy away from, usually, though there may be times we'll jump into the thick of it on certain issues.

You Can Buy just about everything in foods, cheaply too, at BOYES SPRINGS FOOD CENTER. Liquors and Soft Drinks to go.

We get more and more phone calls intended for Jim Lyttle, supervisor. Wouldn't we have a picnic if we ever ran against Jim for something or other? (Won't do it, 'cause Jim is a pretty good legislator.) But many, many persons wouldn't know just who they were voting for.

Get Your Lumber, Hardware and Building Materials at HAMMOND LUMBER CO., Boyes Hot Springs

We're brand new members of the Boyes Springs Merchants' association, recently formed to boost the Valley. It's getting started with feet solidly on the ground and within a year should really be doing things in a big way.

MIKE & ROSE'S BOYES SPRINGS STORE. Hot Specials in MEAT every Thursday, Friday, Saturday.

Then there's George over at the Food Center. Claims to be a cribbage player, and has even had the temerity to challenge us—the champion of Central Michigan! What crust!

TONY'S BARBER SHOP—on the Highway—where you get the very finest in barbering service—always.

What do you think of the Greyhound schedules? Is the Valley properly served? Not many people are satisfied. You can't really go shopping in Santa Rosa and get back when you want to. And the scheds aren't right for San Francisco either. As for getting to Napa or Vallejo or Petaluma, we just don't. The new businessmen's association might well work on this.

DENNY'S COG CLUB is where Springsites find the best in drinkables, plus congenial, friendly folks.

Recently painted and fixed up: Hammond Lumber company, Polidori's service station, Merry's Drive-In, Our Resort—and there must be others that maybe we missed.

VALLEY OF THE MOON CIGARS

Ask for them—the only handmade Cigars in the Valley

You a cigaret smoker? Have you cut down a little because of the lung cancer scare? Why not switch to cigars? A recent survey suggests cigarets may be dangerous, a pipe is much safer, and cigars aren't even on the list. Back when cigarets were called coffin nails, and —sticks, there was no fear of lung cancer. And besides, cigars are made of tobacco, not just some shredded cabbage, toasted. Also they add a certain dignity to a man.

General Electric Dealers—ANDERSON'S REFRIGERATION

502 Highway 12, Boyes Hot Springs Sonoma 4219

A half dozen persons have called up, wanting to be the first paid subscriber. But we aren't going to have any if it can be helped. Pick up your paper each week for free at your favorite store. If we haven't left any tell the prop to call us up and give us a little dickens.

Finest Mixed Drinks Ever Concocted

JUNIOR RABBen'S BOYES SPRINGS RESORT

Ever see the Desert Rat? It's a five-page paper published in Thousand Oaks, out in the desert 100 miles east of Los Angeles. Editor Oliver was a topflight movie executive, got fed up with the strenuousness of movieland, went out to the desert town, installed a little old printshop, and now has subscribers all over the nation. Nope, he's not getting rich, but he's making a good living, and having more fun than any other six men. Which is our ambition, too. Give us six months and we'll be up there with his brown-hued sheet, which, folded just three times, comes out five pages—"only paper which you can open in the wind."

Not worth printing? Maybe not, but again, maybe 'tis. You're reading it. Many others are, too. We'll be concentrating, after this first issue, pretty much on sports, recreation, what's going on, maybe some history of the Jack London country. If you've been enjoying this issue, why not call us up and tell us so? Maybe a suggestion or two. It'll be appreciated.

It's always PAUL'S OLD RANCHERO RESORT for that evening out, for dining, dancing, a little drink, entertainment.

The kid back in Lansing, Mich., recently sent us an anniversary issue of the State Journal there, commemorating 100 years of publication. It had 360 pages, 18 sections of 20 pages each, weighed about 5 pounds, cost 50 cents to mail. Took us two months to read it, tho we only skimmed through many of its pages. Wonder if we could aspire to doing something like that?

SURE! You all know about our giant swim pool—but there's a lot more to see and do at BOYES SPRINGS BATH HOUSE.

If you are blind, or know somebody who is, why not inquire into Enchanted Hills, the summer camp getting under way just over the hills to the east, in Napa valley? Cabins are going up, and there's to be a big central hall and dining room. There's a big swim pool, and excellent supervision. Service clubs are behind the project, becoming increasingly popular and useful.

VALLEY DRUG STORE, center of Boyes Springs, has everything a good drug store has—and then some!

Merchants' association is staging its first event—a carnival with all the trimmings—over the Fourth of July holidays. It's across from the movie house and will amuse the kids and bring a little something for the grownups, who don't see a carnival very often. Are you going? **You'll be glad you stopped at GALLO'S CHEVRON SERVICE on the Highway in Boyes. Make Us Prove It!**

Be careful of fires this season. Let one get away from you and you're in trouble. You could get a nice little fine plastered on you if your uncontrolled blaze damages other people's property. And don't burn anything after 10 a. m. Get a permit at the Boyes Hot Springs firehouse.

LARSON'S LIQUOR & SPORTING GOODS **Headquarters for CHUCK WAGONS**

A reporter from a big city newspaper stopped at the office of a little rural weekly. During the conversation he asked the aged editor of the weekly, "How do you manage to keep a circulation in a town where the people know what everyone else is doing?" . . . The country editor grinned a little and replied, "The only reason they read the paper is to see who's been caught at it."

Stop and get acquainted with us—fill up with Richfield gas and oil—the finest. POLIDORI'S, Highway 12, Boyes Hot Springs.